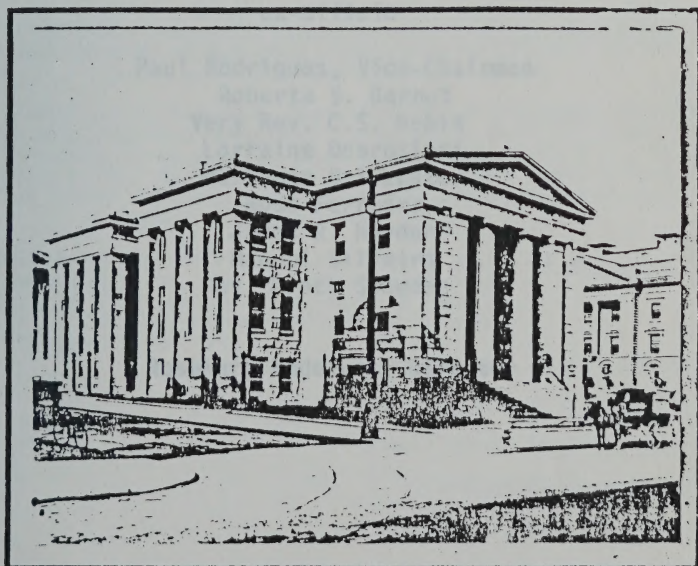


NEW BEDFORD
FREE PUBLIC LIBRARY

ANNUAL REPORT

1985 - 1986



BOARD OF TRUSTEES

NEW BEDFORD FREE PUBLIC LIBRARY

Mayor John K. Bullard, Chairman,
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Marianne Drinkwater

Rose Ferreira

James R. Hayden

Manuel Silveira

Rev. Brett Snowden

Rosemary Medeiros, Director

LIBRARY EMPLOYEES FISCAL 1986

Director: Rosemary Medeiros

Librarian III: Susan Anderson, Pauline Bolduc, Risa Goldberg, James Horan*

Librarian II: Joao Aguiar, Paul Cyr, Ann Feinstein, Ann O'Leary, Sharon Pinho, Dolores Serode, Irva Torres

Librarian I: Dale Easton, Beverly Gracia

Library Assistant II: Yvette Boisclair, Lilia Cabral, Mary Cabral*, Philip Dimor, Olive Jadowe, Mary Ann McGuire, Elaine Silva

Library Assistant I: Francine Alfonse*, Juanita Baptista, Carol Bellefeuille, Mary Martha Boudreau*, Donna Cordeiro, Andrea Desbiens, Martha Johnson**, Marilyn Krishnamurti**, Patricia Mello, Eileen Michaud, Maria Robertson, Dineia Sylvia, Pauline Sylvia, Ruth Vital, Janet Williams

Library Aide II: Tammy Arruda, Joan Barney, Rita Chapdelaine, Kathleen Correia, Elisabeth Figueirido, Ernestina Furtado, Jeanette Harrison, Patricia Lapan, Rochelle Mingola, Janice Pina, Nancy Plante

Library Aide I: Cecile Peters, Rita Chapdelaine

Bookmobile Driver: Joseph Soares

Principal Clerk: Yvonne Lacoste

Bookeeper: Mary Freitas

Senior Building Custodian: George Arruda

Building Custodians: David Brisson, Wendell Nooth, Gregory Garman*,
Gordan Peckham**, Henry Silva, Joseph Taylor

Monitors: Mark Cabral*, Lorna Lessa*, Manuel Lopes, Charlene Nelson*,
Goncalo Rego*

Pages: Kimberly Amaral*, Lori Barriteau, Carol Camaioni, Jennifer
Cormier*, Kristine Curry*, Patricia Ellis*, Lisa Ferreira,
Cheryl Fleury*, Olga Moniz*, Alda Rego, Michelle Sardon*, Pamela
Sousa*, Katharine Swintak, Elizabeth Vieira

Substitutes: Janine Azar, Maria Carvalho, Shirley Cohen, Jane Constant,
Zelia Cordeiro, Janice Fauteux, Maria Hamdi, Mary Jane
Moraes, Thelma Paine, Lily Petty, Doris Pitts, David
Rezendes, Donna Schollosser, Brenda Shepherd, Beverly
Souza, Randalyn Strickland, Doreen Travassos, Johanna
Walsh

* Denotes resignation

** Denotes retirement

ANNUAL REPORT FISCAL 1986
NEW BEDFORD FREE PUBLIC LIBRARY
FISCAL REPORT July 1, 1985--June 30, 1986

RECEIPTS

City of New Bedford		\$851,165.73
Commonwealth of Massachusetts (State Aid)		49,239.00
Massachusetts Eastern Region Appropriation		110,550.00
Bequest Funds:		
Income Received	\$111,777.69	
Previous Balance	15,376.19	127,153.88
		<u>\$1,138,108.61</u>

DISBURSEMENTS

Salaries		\$796,873.71
Library Materials		192,931.05
Operation:		
Library Processing	\$16,265.01	
Heat, Light & Power	62,352.02	
Maintenance & Repairs	26,438.68	
Office	5,871.72	
Equipment	1,471.99	
Transportation	510.78	
Other	<u>1,046.79</u>	113,957.03
Balance on hand 7/1/86		2,579.22
Eastern Region to be spent by September		<u>31,767.60</u>
		<u>\$1,138,108.61</u>

FISCAL 1986 Private Funds

<u>NAME OF FUND</u>	<u>ON HAND 6/30/85</u>	<u>RECEIVED 1985-1986</u>	<u>EXPENDED 1985-1986</u>	<u>BALANCE 6/30/86</u>
Frederick S. Allen	\$ 631.10	\$ 61.29		\$ 692.39
Casa da Saudade	33.74			33.74
James B. Congdon	31.10	30.64	23.08	38.66
George O. Crooker	119.16	597.92	661.48	55.60
Oliver Crooker	38.91	61.28	61.28	38.91
George Howland	623.53	112.46	466.71	269.28
Sylvia A. Howland	1,077.52	11,090.38	11,949.86	218.04
Susan Jones	94.69	864.79	914.43	45.05
Kempton Fund	4,609.79	33,071.12	37,474.38	206.53
Elizabeth Mackie	55.30	61.28	74.98	41.60
Charles Morgan	48.15	61.28	47.95	61.48
Bernard Perry	129.46	104.30	150.23	83.53
Clara Tripp	545.35	1,467.40	1,640.70	372.05
Florence Waite	217.26	894.79	1,096.16	15.89
Patty Wilcox	1,971.91	328.71	158.66	2,141.96
Wilks Fund	5,125.50	62,830.87	67,619.60	336.77
Charles Wood	23.72	139.18	128.36	34.54
Totals	15,376.19	111,777.69	122,467.86	4,686.02

To the Honorable Mayor John K. Bullard, the Board of Library Trustees and the City Council of the City of New Bedford I respectfully submit the Annual Report of the Free Public Library for July 1, 1985 to June 30, 1986.

On July 22, 1985, Rosemary Medeiros was appointed Director of the Free Public Library, succeeding Laurence Solomon, Director from December 1969 to April 1985.

One of the main concerns of the current library administration was the re-establishment of branch library hours to what they were prior to 1979. Re-opening the branches on Saturdays and full morning and evening hours was seen as an immediate and top priority. A child entering grammar school in 1979 had gone through six years of school without branch library service on Saturday!

The Library Board of Trustees, the Mayor and the City Council recognized this need, saw value in re-opening and in fact, necessary funding was approved for the FY'87 budget to partially realize this goal. The branches of the New Bedford Free Public Library re-opened on Saturdays August 6, 1986.

In the summer of 1985, the membership of the New Bedford Preservation Society offered to restore the Whaleman Statue as their contribution to the Bicentennial of the City. The Board and city administration were appreciative of this gesture.

As fall approached, thoughts turned to the 75th Anniversary of the main library building on December 1, 1985. A poster commemorating the special event was designed by Swain School students Randy Sylvia and Thai Panayakul. Slides of the original glass negatives of photographs taken of the actual construction of the building were prepared. Architect Max Ferro presented the program on Sunday, December 1, at the

The first stages of a plan to have all of the city's
main library to an audience of nearly two hundred. The third floor of the main library was decorated with seventy-five red and white poinsettias loaned by the city Cemetery Department. A presentation was also made at the Buttonwood Branch, a handicapped accessible location, on Friday, December 6.

A Supervisor of Buildings and Custodians was noticeably absent from the library department. The Board of Trustees, the Mayor and City Council supported the recommendation to re-establish this position. Another important staff position recognized to be absent was that of a formal program and public relations person. This position was funded for FY'87 in support of the need to put increased and concerted effort into programming and publicity.

In the late fall of 1985 concern was raised over the use of the lecture hall in the main library. After much discussion and widespread interest, the City Solicitor's opinion rendered the meeting room inaccessible to the handicapped, and therefore not to be used for public meetings.

In the early winter of 1986, the directors of the New Bedford sub-regional libraries from the communities of Acushnet, Carver, Dartmouth, Fairhaven, Fall River, Marion, Mattapoisett, New Bedford, Somerset, Swansea, Wareham and Westport decided they were long overdue in getting started on automating and net-working their libraries. A planning grant for automating the New Bedford sub-region was submitted to the Board of Library Commissioners on February 12, 1986. The grant was awarded and plans for automation began.

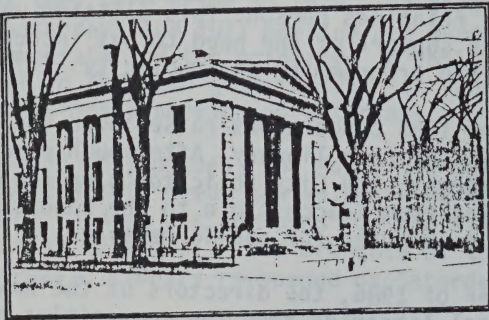
In February 1986, many of the library staff met with newly elected Mayor John K. Bullard. Mayor Bullard talked about the importance of reading and the adventures readily available to all through the pages of a book. He emphasized the role of the library as a positive resource to youth.

9p

75th ANNIVERSARY PROGRAM

of

NEW BEDFORD FREE PUBLIC LIBRARY BUILDING



613 Pleasant Street
New Bedford, Massachusetts

SUNDAY, DECEMBER 1, 1985

3:00 P.M. 7:00 P.M.

The first stages of a plan to have all of the city's second and fifth grade classes visit the public library each year was implemented. We were convinced of the value of regular library visits by all students, particularly those who may not come in on their own. Having the students visit with their class was seen as a way of making that initial introduction to all city youngsters.

Later in the spring of 1986 a great deal of thought was given to our goals and objectives as members of the Mayor's Task Force on Municipal Government met to discuss the library department.

The confidence of the Eastern Region Administration was regained and an increased budget, prepared in 1986 for FY'88, reflected increased support and additional service for the New Bedford sub-region.

On June 1, New Bedford celebrated the Twentieth Anniversary of the Eastern Region. Visits from the Regional Administrator, Mary Heneghan, Mayor John K. Bullard and many of the staff of the sub-regional libraries made the event very special. A slide presentation by the New Bedford Inter-Library Loan and Audio-Visual Departments offered a walking tour through all of the libraries of the sub-region.

A great deal of effort went into re-enforcing the positive role of the Free Public Library in the city and state. We worked closely with the city administration and City Council for increased budgetary support. We worked closely with the state Eastern Regional Library Administration to reinforce our role as a sub-regional headquarters library. Success followed both efforts and budgetary increases and subsequent service expansion was realized.

Programs of all sorts were a part of the effort to bring positive attention to the library and to remind the city of our importance as a community resource able to serve in many ways. The staff worked very hard to make all of the programming possible. Weekly classic films for adults continued at the Main Branch from September through June. Howland-Green began a weekly adult film series in February.

The Reference Department at the Main Branch conducted group tours, including one for a group of French tugboat sailors. The display case at the Main Branch regularly offered new exhibits, such as one on Black History in February. The very popular Annual Book Sale, sponsored by the Circulation Department in October, was once again a success. Most branches honored their patrons during the December holidays with a day of coffee and desserts.

Buttonwood Community Branch, with the help of a grant from the Massachusetts Foundation For Humanities and Public Policy, sponsored an adult-reading discussion series entitled "Not For Children Only". The 30-40 adult patrons who participated in this "extremely successful program", by state standards, enjoyed Little Women and Charlotte's Web, among other titles.

The Reference Department made an effort to reach people who normally might not enter the library. In March, the staff took career material and the college catalog collection on microfiche to the Career Day exposition at New Bedford High School. In June, Friday "Lunch-Time Concerts" began on the steps of the Main Branch. These weekly summer concerts were the brainstorm of our Reference Department Head and sponsored by the Friends of the Library and the Musicians Union Local 214.

Casa Da Saudade, the Portuguese-American branch of the New Bedford Library, offered many programs to the special population which it serves. Casa sponsored a monthly blood pressure clinic, which has a regular clientele. In July,

the staff set up a Portuguese heritage exhibit at the Children's Museum in Dartmouth. In December, the Branch Assistant did a slide presentation on Portugal at the Ashley School. Throughout December, Casa exhibited the ever popular traditional Portuguese nativity scene with its waterfalls and miniature village. Casa hosted three receptions for honored guests during the year. In March, Dr. Jaime Gama, the Portuguese representative to the U.N., was honored. In April, Casa introduced Mayor John Bullard to members of the Portuguese-American community. Dr. Joao Bosco da Mota Amaral, president of the Azores, met New Bedford residents at a reception at Casa in June.

In April, Casa observed its 15th Anniversary with a month-long panoramic display and a reception featuring entertainment by Portuguese singers. Fado singers highlighted Casa's "Dia de Camoes" (Portuguese National Holiday) celebration on June 10th.

The ever present influence of the Children's Department Coordinator and her staff, made the implementation of many programs, both at the main library and at the branches, a reality. Support from branch staff, particularly the Branch Assistants, made every attempt a success. A big success for juvenile patrons this year was the "Catch the Crook" summer reading incentive program. Six hundred and sixty-five children read books - an increase of one hundred and eighteen over last year's program participants. Pre-school story hours ran simultaneously at various branches for six weeks, once in the fall and once in the spring. Each story hour had a theme and featured books, songs, dance, finger plays and a craft.

Craft programs were held at least monthly at most branches for children ages 6 - 12. Making windsocks, "Most Wanted" posters, and bird feeders were just three of the more popular programs which usually had a seasonal theme. In October, "Book Breaks" were instituted at most branches with the cooperation of the schools. Classes visited their nearest libraries and were treated to a story, a filmstrip and a library tour. The "Good Times Bookshelf Contest", funded in part by former trustee Mary Maciel, ran from October through National Children's Book Week in November. Participants were asked to write recommendations for their favorite books. A 6th grade class in Acushnet won a \$50.00 book collection as grand prize winners. Also, to celebrate National Children's Book Week was the "Great Books, Great Pictures" book illustration contest. Winners were announced at the unveiling of the Phil Gidley, Jr. painting, "Treasure Island" in the Children's room at the Main Branch. In March, all branches participated in the March of Dimes Reading Champion Program. Three ethnic storytellers helped the Children's Department celebrate National Library Week in April. Acadian, Cape Verdean, African and American stories were featured. Howland-Green introduced "Small Fry Cinema", a weekly children's film program in June.

Several programs in New Bedford's library system brought children and adults together, for the education and enjoyment of all. In February, an Origami demonstration by Japanese exchange students at Buttonwood was attended by "children" of all ages. On March 2 at a family concert, the New Bedford Symphony Orchestra recognized the fact that March 3 was the 153rd Anniversary of the Free Public Library. In December a continuous showing of the film "Rudolph" at Howland-Green attracted viewers of all ages. A "string art" craft program for children at Buttonwood enhanced the "Not for Children Only" reading discussion series. Children created their versions of Charlotte, the spider and her web out of string. Their art work was displayed during the adults' discussion of Charlotte's Web.

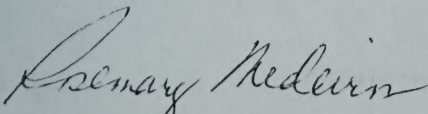
Circulation of library materials, one of the measurable quantities in libraries, represents the borrowing of material from any one of the six library facilities in the city. Many less easily measured services are also provided to the public. The hundreds of people using the libraries on a weekly basis, not to borrow materials, but to read newspapers, periodicals or books, check the current financial material always available, enjoy the art collection, do research in our outstanding Special Collections Department, on Whaling, Local History, Genealogy, or possibly the Quakers (four of the particularly strong areas of our Special Collections Department), are more difficult to quantify. The total circulation figure for FY'86 is very close to that of FY'85, hopefully indicating a leveling off of a downward trend. This is a positive indication since circulation had dropped substantially in the past five years.

I extend my appreciation to the Library Board of Trustees for their direction, to former Mayor Brian Lawler and Mayor John K. Bullard and the City Council for their cooperation and support, to the Friends of the Library for their help and for their financial assistance to our Children's program and our art restoration project.

The cooperation, support and creativity of the staff of the New Bedford Free Public Library is great and largely responsible for all that happens. Strides were made in FY'86, the outcome of which should be evident in years to come. These strides were made through the cooperative spirit that was shared by all involved.

The assistance of other City Departments was always forthcoming and to them we all say thank you.

Respectfully submitted,

A handwritten signature in cursive script, reading "Rosemary Medeiros". The signature is written in dark ink and is positioned above the printed name.

Rosemary Medeiros, Director

CIRCULATION STATISTICS
FIVE-YEAR COMPARISON TO 1970

<u>Location</u>	<u>1970</u>	<u>81-82</u>	<u>82-83</u>	<u>83-84</u>	<u>84-85</u>	<u>85-86</u>
Central	125,542	164,224	160,623	162,584	160,045	153,369
Wilks	76,673	70,978	68,835	64,523	62,142	61,834
Buttonwood	67,670	45,839	45,480	45,537	42,977	51,371
Howland-Green	49,849	43,137	48,001	43,456	34,895	28,516
Bookmobile	45,573	30,786	29,536	38,933	33,079	33,470
Casa da Saudade	----	52,424	50,637	45,715	45,747	47,473
All Branches	239,765	243,164	242,489	238,164	218,840	222,664
Entire System	365,307	407,338	403,112	400,748	378,885	376,033

REFERENCE COMPARISONS

Center Only	9,406	13,460	15,466	15,374	14,694	13,364
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